



One-Year Conservatory *in* BROADCAST JOURNALISM

Students in the 1-year Broadcast Journalism Program in the studio shooting a segment for the New York Film Academy news broadcast.



LOCATION

NEW YORK CITY

Location is subject to change.

For start dates and tuition, please visit nyfa.edu

camera

[*It has often been said: The ~~pen~~ is mightier than the sword.*]

OVERVIEW

The New York Film Academy's broadcast journalism program is training the next generation of journalists to navigate the evolving landscape of the field in the 21st century.

Having first been approached by NBC News several years ago to start an education program for aspiring broadcast journalists, the New York Film Academy created an intensive hands-on curriculum in broadcast journalism to address the pressing demand for multi-skilled, independent reporters on broadcast television, cable, and the Internet.

The One-Year Broadcast Journalism Program is an accelerated, hands-on, program designed to immerse students in the in-depth study of the art and craft of professional news media production.

Based on an academic year, the curriculum is divided into two semesters. During the first semester, students will learn the art and technique of news media production through in class instruction, hands-on workshops with our faculty of industry professionals, and independent projects in the field.

As the year progresses, students produce news segments and live broadcasts of increasing complexity. By the end of the second semester, students will have reported, shot, produced and edited more than 20 news packages and profiles; served as producer for three studio news programs; created five first-person narrative reports; and developed an impactful resume reel to show potential employers.

While the emphasis of the program is on hands-on immersion in the art of news media production, students will also receive instruction on writing, news theory, ethics, and the broadcast industry as a whole.

Students will learn to write, direct, and edit their own news segments and be given the opportunity to further enhance their skills by acting as a crewmember on their peer's projects. Throughout the year, history, theory, business and ethics will be examined during in class lectures.

All students will be assisted by their instructors to formulate a focus for their year of study and a plan for accomplishing personal creative goals. Students should be ready, willing, and able to work hard and learn within a fast-paced and focused environment.

The One-Year Broadcast Journalism Program is offered exclusively at our New York City campus in the heart of the news industry.

WHAT YOU WILL LEARN

Skills learned as a result of successful completion of the program include the following.

- The ability to work independently and collaboratively in a high-pressure creative environment.
- An in-depth knowledge of Digital Video cameras.
- An in-depth knowledge of ENG (Electronic News Gathering).
- Broadcast news craft and production.
- New Media craft and production.
- The ability to write and pre-visualize news and New Media projects.
- The ability to coordinate a live broadcast.
- In-depth experience working as a director, producer, technical director, director of photography, assistant cameraperson, sound engineer, gaffer, and grip on student productions.
- Mastery of Avid Media Composer digital editing software.
- Knowledge of news history, theory, and ethics.
- Knowledge of professional environments and creative challenges of news production.

Please Note: curriculum and projects are subject to change and may vary depending on location.

Students should consult the most recently published campus catalog for the most up to date course information.

REAL WORLD TRAINING

In the past, broadcast journalists were expected to handle just one function --reporter, camera operator, editor, etc. To be successful in today's highly competitive media environment it is essential to have multiple skills. NYFA trains multimedia journalists. Our students attend their first camera class, and receive their first editing lesson, on just their second day on campus. Organized into production teams, they are shooting in the field in a matter of days.

Our graduates are working across the United States, and around the world. This includes prestigious national programs such as NBC's *Today Show*, the *CBS Evening News* and *Dateline NBC*, as well as local TV stations in Connecticut, Florida, Louisiana, New York and Texas. Internationally, our alumni are producers, reporters and news presenters on programs seen in Australia, Brazil, France, Hungary, Nigeria, Portugal and Russia.



Students in the 1-year Broadcast Journalism Program get to work on location, in front of the camera, and behind the scenes in the New York Film Academy control room, as shown here.

AT NYFA, STUDENTS LEARN SEVEN KEY SKILLS:

1. REPORTING SKILLS

During their initial week at NYFA, Broadcast Journalism students are sent out on the first of multiple story assignments. The News Package is the fundamental building block of all news and magazine-style programming. Working under the guidance of Emmy Award winning instructors, student teams first identify important stories, then report, shoot, write, narrate and edit them. Students learn the art of interviewing, as well as the ability to create engaging, audience-involving stories.

2. CAMERA SKILLS

NYFA Broadcast Journalism students know how to tell stories visually. Working with High Definition camcorders and DSLR cameras, they learn shot composition, proper exposure, depth-of-field, and both objective and subjective shooting techniques, the knowledge necessary to create powerful visual sequences. Included is instruction on how to work with natural and artificial light, classic three-point lighting techniques utilizing "scrim," "barn doors" and "filters," as well as "soft box" lighting kits.

3. EDITING SKILLS

Once a story has been shot, the raw footage must be edited into a coherent story. While reporters often refer to “cutting” stories, today all editing is done electronically. NYFA Broadcast Journalism students use Avid Media Composer, the standard editing software found in newsrooms around the globe. Our instructors, practicing industry professionals, first teach how to build basic sequences. From there students move forward, building evermore complex, multilayered video images incorporating post-production graphics, transitions and effects.

4. ON-CAMERA SKILLS

Reporting and hosting on-camera are learned skills. Within days of beginning their classes, NYFA Broadcast Journalism students learn key aspects of writing and recording on-location “stand-ups” for use in TV news packages. They receive personalized coaching on the technical aspects of delivering copy to camera. In addition, they discover how to best write and present stories on-camera. This is especially challenging in the studio, a fast-paced and high-pressure environment. Yet there are proven techniques that can be used to master these challenging skills.

5. AUDIO SKILLS

Audio is just as important as video when it comes to telling powerful stories. The first step is to understand what microphone to use in which circumstances. For local news programs, it is the ubiquitous hand-held or “stick” microphone. National news programs primarily use wireless lavalier or “pin” mics. In hectic “run and gun” situations, the so-called “shotgun” is the microphone of choice. Our students use this equipment to collect the raw material they then into build captivating soundtracks.

6. PRODUCING SKILLS

In film, it is the director who quite literally “calls the shots.” Broadcast Journalism, on the other hand, is a producer-driven medium. Students become the staff of NYFA News, a biweekly news magazine produced in our own instructional studio. Students rotate through all the key editorial positions, so that they experience firsthand what it’s like to be a program producer, news writer and anchor. In addition, they “shadow” professional staffers, including the director, to better understand their functions and responsibilities. They learn how to deliver accurate, engaging productions in a deadline-driven setting.



7. CAREER BUILDING SKILLS

One of the most valuable skills graduates of our program attain is the ability to produce an effective Resume Reel, a key factor in employment decisions. Students are taught to look at their creative work with the eye of a news director or an executive producer, and include material that best demonstrates their skills.

They also learn how to format their Resume Reel so that it has maximum impact. This includes posting the Reel, and related materials, to their own professional website.

Equally important, thanks to the high profile guests who visit NYFA, they can begin networking with industry professionals while still students.



COURSE DESCRIPTIONS

BROADCAST JOURNALISM

This course is the spine of the program. It meets weekly throughout both semesters, and encompasses both fundamental and advanced principles of newsgathering and production. This course is the spine of the program. It meets twice a week throughout the semester and encompasses the fundamental principles of news-gathering and digital production. All student projects are introduced in this class and it is the venue where they are viewed and critiqued. Topics include producing and directing single and multiple camera shoots, research, broadcast standards, and news distribution. Classes are geared towards preparing students for their own productions throughout the semester.

HANDS-ON CAMERA

In this class students will study HD digital video cameras and associated equipment. Students will learn to shoot in the field and in the studio while examining the challenges of each. Students will operate a range of professional camera and production equipment enabling them to execute single and multi-camera productions and understand the necessities of a variety of shooting environments and conditions.

HANDS-ON AUDIO

Students will learn to record in a multitude of situations, and will be able to design sound recording plans for both studio and field productions, as well as single and multi-camera shoots. Students will also learn mixing and communications. Other topics include wireless, interview, and boom microphone techniques.

PRODUCTION WORKSHOP

In these teacher-supervised labs, the process of directing, shooting, and sound recording for digital news projects is put into practice. Each workshop is an opportunity for students to implement and examine in a controlled environment the techniques they learn in class.

HANDS-ON EDITING

Students learn nonlinear editing with Avid Media Composer, and will master fundamental editing tools and techniques using this software. Students edit their own digital projects, and can supplement classes with individual consultations at the editing station. Students will be taught the concepts of editing non-fiction material from both a practical and aesthetic point of view. Topics will include editing terminology/vocabulary, time code, cutting styles, organizational tools and rules for editing, and building the story in post.

SOUND DESIGN

This is a comprehensive class that details the process of sound editing and design. It provides concepts, technical information, and hands-on demonstration. The class challenges students to use sound as an additional tool to enhance their storytelling, and takes them through the complete post-production process. Students learn how to build multiple tracks on Avid Media Composer.

PERSONAL JOURNALISM

Powerful, first person narratives have played a role in Broadcast Journalism as far back as news pioneer Edward R. Murrow. As practiced today, they give students the opportunity to find their unique editorial “voice” as they tell important stories with thoughtfulness and style. This process requires to students to dig within themselves, demanding more than glib phrases and fancy editing. Rather, this course is about creating compelling content.

THE BUSINESS OF MEDIA PRODUCTION

This class addresses subjects of specific relevance to the production and standards of student media projects. Topics include: rights, ethics and law, broadcast studies, and history of media.

PRODUCTION MEETINGS

Before each production, students meet with the Broadcast Journalism instructor in preparation for the upcoming project. Students are required to bring all created preparatory materials to Production Meetings. These may include storyboards, scripted material, location details, and shooting schedule.



GUEST LECTURES

Industry guests will speak on their topics of expertise at various times throughout the program.

WRITING FOR BROADCAST AND MEDIA PRODUCTION

This class focuses on the challenges of writing for live broadcasts, interviews, sports events, live award shows, and packaged news. Topics include story structure, objectivity, and writing commentary.

ADVANCED DIGITAL JOURNALISM

In continuation of Digital Journalism from the first semester, this course explores live elements of media production. All student projects are introduced in this class and it is the venue where they are viewed and critiqued. Topics include the craft of directing from the production control room (PCR), the “gallery,” video monitor wall, switcher, and character generator. Classes are geared towards preparing students for their live production at the end of the semester.

ADVANCED HANDS-ON CAMERA

Students will build upon camera techniques developed in the first semester and begin to explore the craft of the technical director in a TV studio. The technical director must oversee and execute decisions during a live television broadcast, the focus of the second semester. Topics include the art of coordinating a live production, how to make rapid decisions during a live production, defining the “vision mixer,” overlay titles, switching video sources, and on-set edits.

